

BACA Systems *increases operations efficiency* and improves the customer experience

BACA Systems is driven by a passionate team of experts in robotic automation, system integration, waterjet technology, and countertop fabrication. Since its founding in 2014, The company has established itself as an industry leader, delivering innovative and flexible manufacturing systems that are recognized for their productivity, reliability, and cost-effectiveness. BACA Systems is committed to transforming the stone fabrication industry with cutting-edge robotic equipment solutions and a relentless focus on innovation.



CHALLENGES

Before implementing Zenkraft, BACA Systems struggled with delivery operations that obstructed deal closures and timely invoicing. In order to increase efficiency and improve financial processes, BACA Systems wanted to achieve the following goals:

→ Consolidated Delivery Operations

Integrated multiple systems with Salesforce for a seamless approach to delivery management.

→ Accurate Shipping Cost Calculations

Enabled shipping cost calculations prior to order placement, ensuring precise price quotations and immediate invoicing.

→ Improved Delivery Tracking

Effectively tracked delivery records and resolved issues like lost shipping labels to guarantee accurate customer invoicing.

→ Minimized Manual Errors

Reduced errors in shipper selection and label creation, enhancing overall operational efficiency.

→ Simplified Integration

Eliminated integration complexities with Salesforce, streamlining operations and boosting productivity.

→ Scalable ERP Integration

Ensured existing ERP systems could be integrated smoothly to support future growth plans.

GOALS

Control delivery operations via Salesforce, automate tasks, and increase operational efficiency

RESULTS

- Full automation of shipping activities
- Increased order efficiency by 5-8 minutes
- Elevated customer shipping experience



Order efficiency increased

SOLUTION

BACA Systems implemented Zenkraft, the leading Salesforce-native shipping application, to unify customer and shipping data while enhancing operational capabilities. This provided several key benefits:

- **Task Automation:** Enabled automation of delivery processes, streamlining operations and improving efficiency.
- **Unified Platform:** Offered a unified customer view to manage delivery operations, enhancing customer experience and improving internal accountability.
- **Automatic Shipping Cost Calculations:** Integrated shipping costs directly into customer price quotations, significantly reducing manual errors and operational costs.

RESULTS

BACA Systems achieved remarkable results within just 24 hours of implementing Zenkraft, utilizing only internal resources without disrupting the day's deliveries. The new system allows BACA to control all delivery operations from a single platform, providing complete tracking and access to shipping records. Key outcomes from this implementation include:

- **Full Automation of Shipping Activities:** Streamlined all shipping processes, eliminating manual interventions and enhancing operational efficiency.
- **Time Savings:** Reduced processing time by 5-8 minutes per order, equating to an impressive savings of 15 workdays per month.
- **Scalability for Future Growth:** Established a robust foundation to support future expansions and eCommerce goals, positioning BACA Systems for sustained success.

The successful integration of Zenkraft has optimized BACA's shipping operations, has paved the way for future growth, and enhanced customer satisfaction.



Zenkraft gives us the confidence to continue innovating for the benefit of our customers, from email follow up and proof-of-delivery to returns and rating – an Amazon-like experience. Integrating all our systems into Zenkraft's delivery management platform helps us stay competitive, providing us the flexibility we need now and the scalability in the future."

ANDREW RUSSO

Salesforce Architect at
BACA Systems

ABOUT ZENKRAFT

-  Salesforce-native, Agentforce-ready
-  **700+** Salesforce customers
-  Salesforce AppExchange partner for **15+ years**
-  Compatible with all clouds and objects

200+ CARRIERS SUPPORTED

Parcel • Same-day • LTL • Regional



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